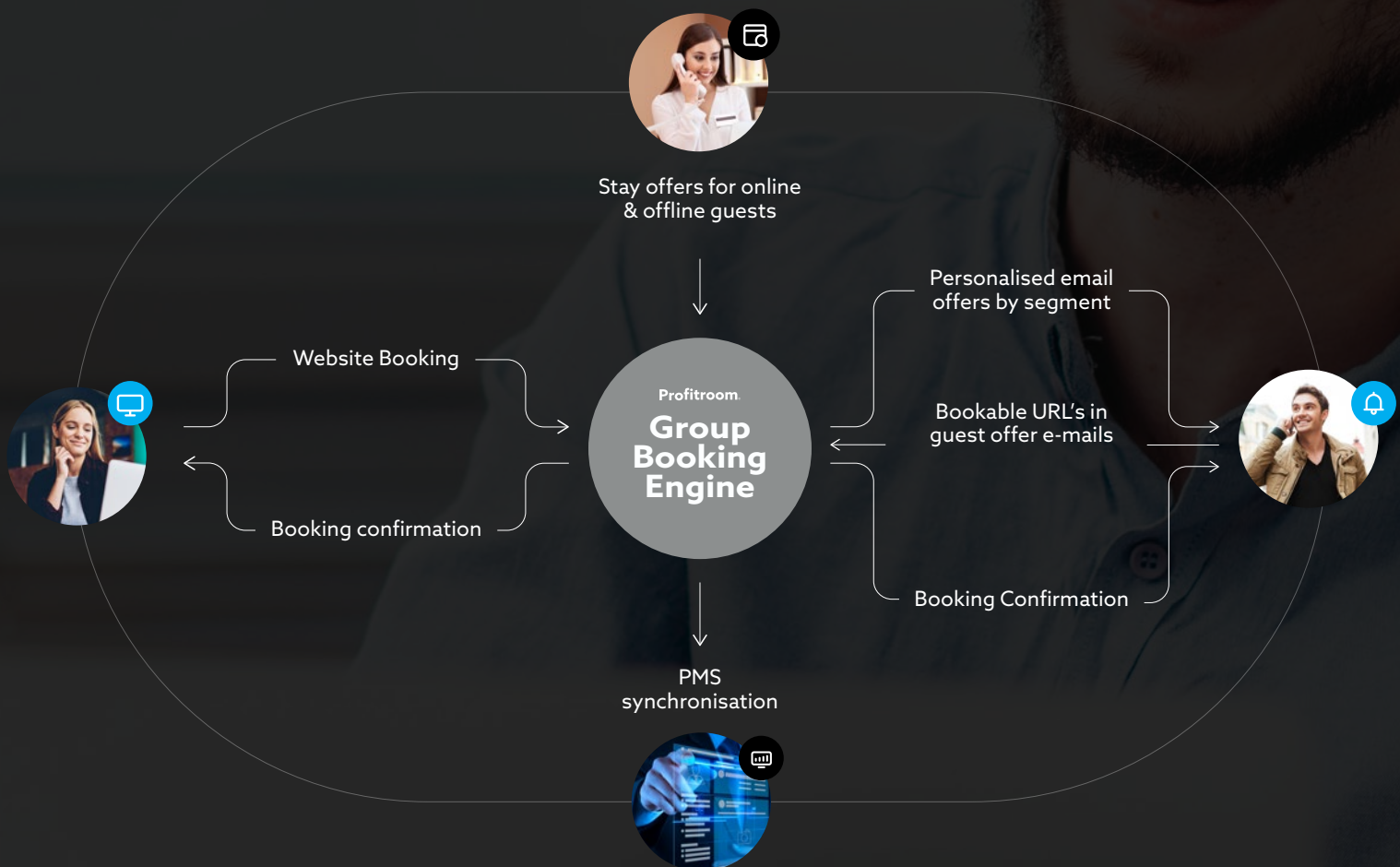


# Profitroom® Booking Engine 360 for Hotel Groups

Increase revenue and streamline operations across the group with our  
Booking Engine 360 solution for hotel groups.

Designed exclusively for leisure hotels and resort groups, Profitroom  
Booking Engine 360 is a conversion-led integrated online booking engine,  
guest messaging, group reporting and offline quoting and sales platform  
with two-way PMS integration.



# Your website is your direct booking channel

BE360 is a high converting platform that personalises and automates sales and marketing activities allowing you to measure sales effectiveness both online and offline.

Do you fully understand your guest data?

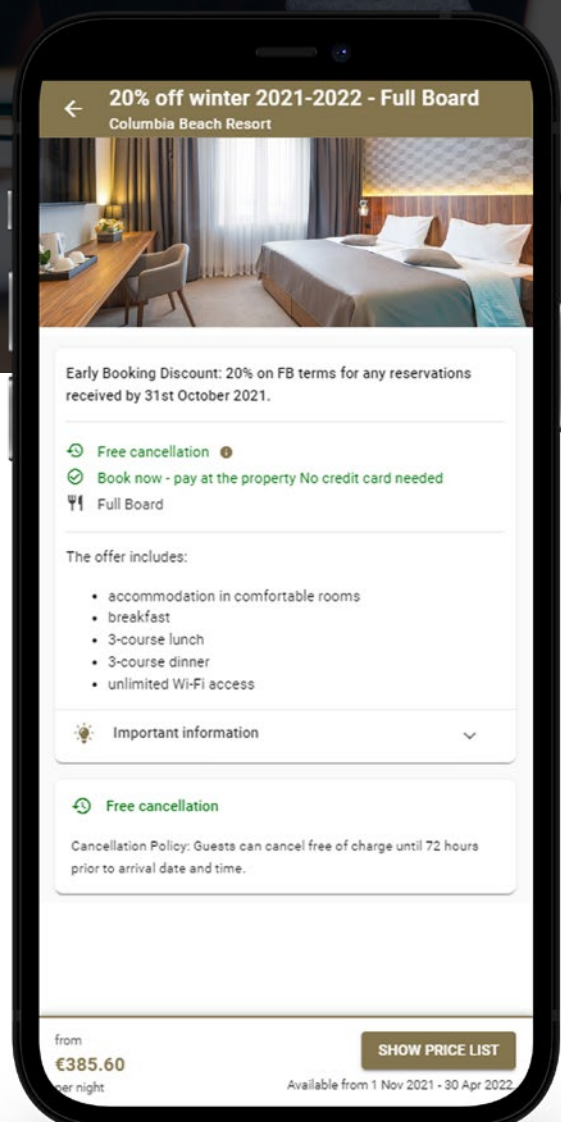
Are your guest communications uninspiring and not getting results?

Are you able to access real-time group reporting metrics to help inform your strategy?

Are you reliant on managing multiple disconnected spreadsheets, platforms and systems at each stage of the user journey?

## What are the benefits of BE360 for Groups?

- ✓ The touch interface is user-friendly across all devices.
- ✓ Everything, from the offer, through the booking process to the payment, can be easily done on a mobile device.
- ✓ The suite allows access to highly visual real-time reporting to help you optimise and generate demand for the group.

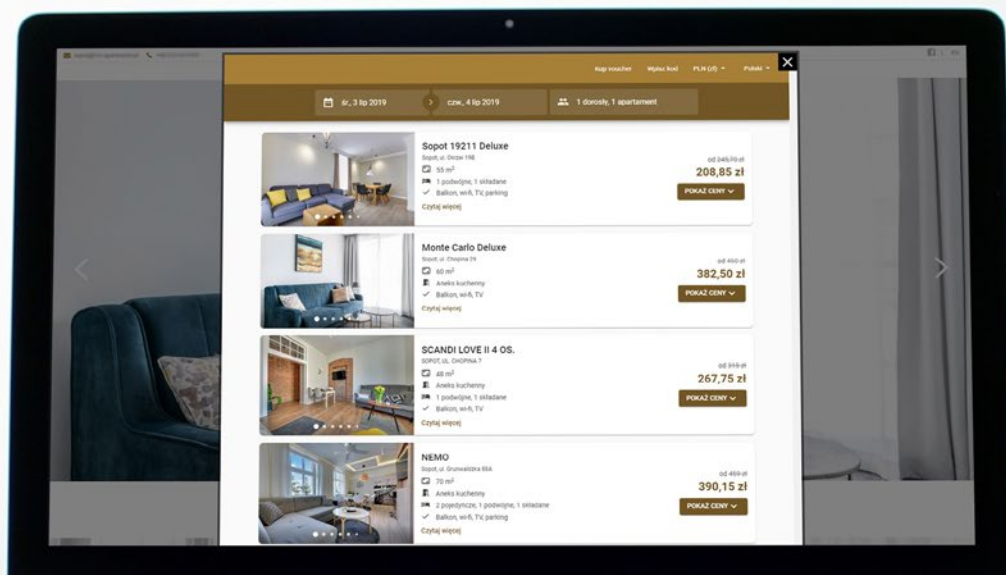


## BE360 encourages direct bookings across the group

Drive bookings to your hotel group with our highly customisable group booking engine that provides an all in one solution for centralising your direct reservations, guest data and guest communication and intelligent group reporting.



The conversion-led system allows you to improve efficiency and centralise your operations. It also presents cross sell and upsell opportunities throughout the guest journey, offering more opportunities for the guest to book directly with you.



# Sophisticated group level reporting, advanced conversion and demand generation insights for your direct channel

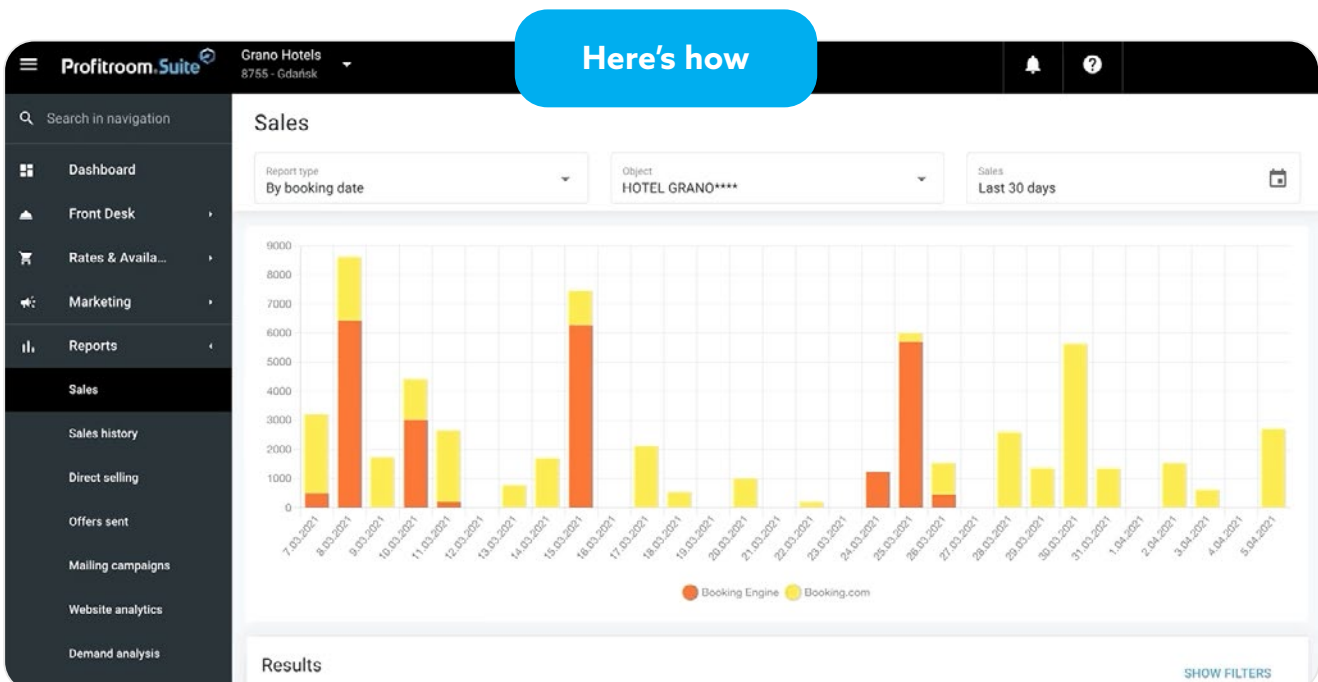
With Profitroom BE360 for Groups, there's no more missed opportunities to increase revenue across your portfolio of properties. With access to a segmented database with historical trends at your fingertips, you can optimise group campaign reporting accurately, measuring conversion and demand.

*"In just four weeks we have seen the highest sales of our packages/experiences and a long planned focus on reducing the level of BB's has been achieved. This is leading to a positive impact across the group. Our direct business in this short space of time has already risen by over 20% to 60%."*

Adam Reeves, Chief Executive Officer  
The Robert Parker Hotel Collection

## Reporting for chains (with master site)

The admin user is able to generate sales reports for one, a custom "selection" or all of the properties from the group.



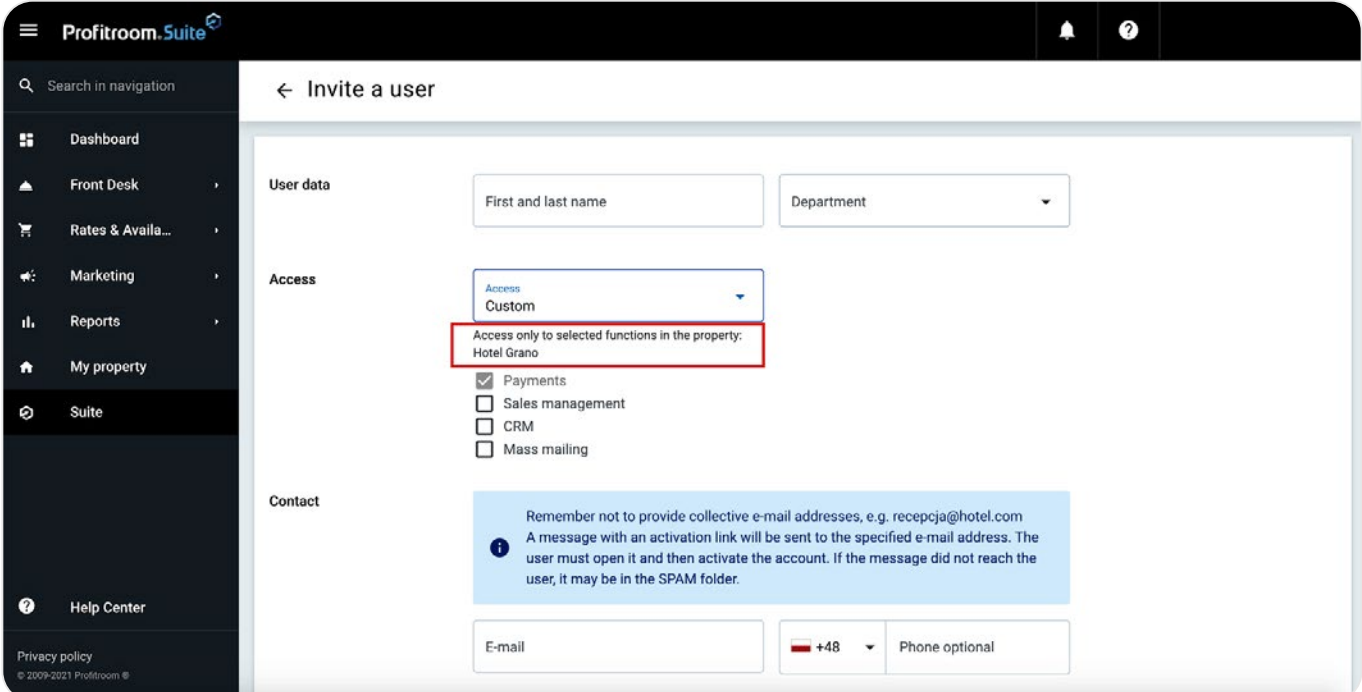
# Easy group user management functionality


Improve efficiency across the group, helping save time and resources with centralised access to Profitroom Suite.



All admin users are responsible for employee access to the Suite platform and can grant permissions for:

## 01 Selected hotel from chain



Profitroom.Suite 

Search in navigation

← Invite a user

User data

First and last name

Department

Access

Access

Custom

Access only to selected functions in the property.  
Hotel Grano

Payments

Sales management

CRM

Mass mailing

Contact

Remember not to provide collective e-mail addresses, e.g. recepcja@hotel.com  
A message with an activation link will be sent to the specified e-mail address. The user must open it and then activate the account. If the message did not reach the user, it may be in the SPAM folder.

E-mail

+48 Phone optional

Privacy policy  
© 2009-2021 Profitroom

## 02 All properties in hotel chain

**Invite a user**

**User data**

First and last name  Department

**Access**

Access

Administrative - full access and user management in the property:  
 Hotel Grano ( otwarcie kwiecienia 2020), Grano Apartments Old Town, Grano Hotels, Grano Apartments, Nowy HOTEL NUMBER ONE, HOTEL NUMBER ONE, Flats for Rent, Grano Apartments Nowa Mollawa

**Contact**

Remember not to provide collective e-mail addresses, e.g. recepcja@hotel.com  
 A message with an activation link will be sent to the specified e-mail address. The user must open it and then activate the account. If the message did not reach the user, it may be in the SPAM folder.

E-mail  +48  Phone optional



User with multiproperty permission is able to switch between properties easily:

**The Wordsworth Hotel**  
9783 [T1] - Cumbria

Hotel name

**Eshott Hall**  
9787 [T1] Morpeth

**Doxford Hall Hotel & Spa**  
9790 [T1] Chathill

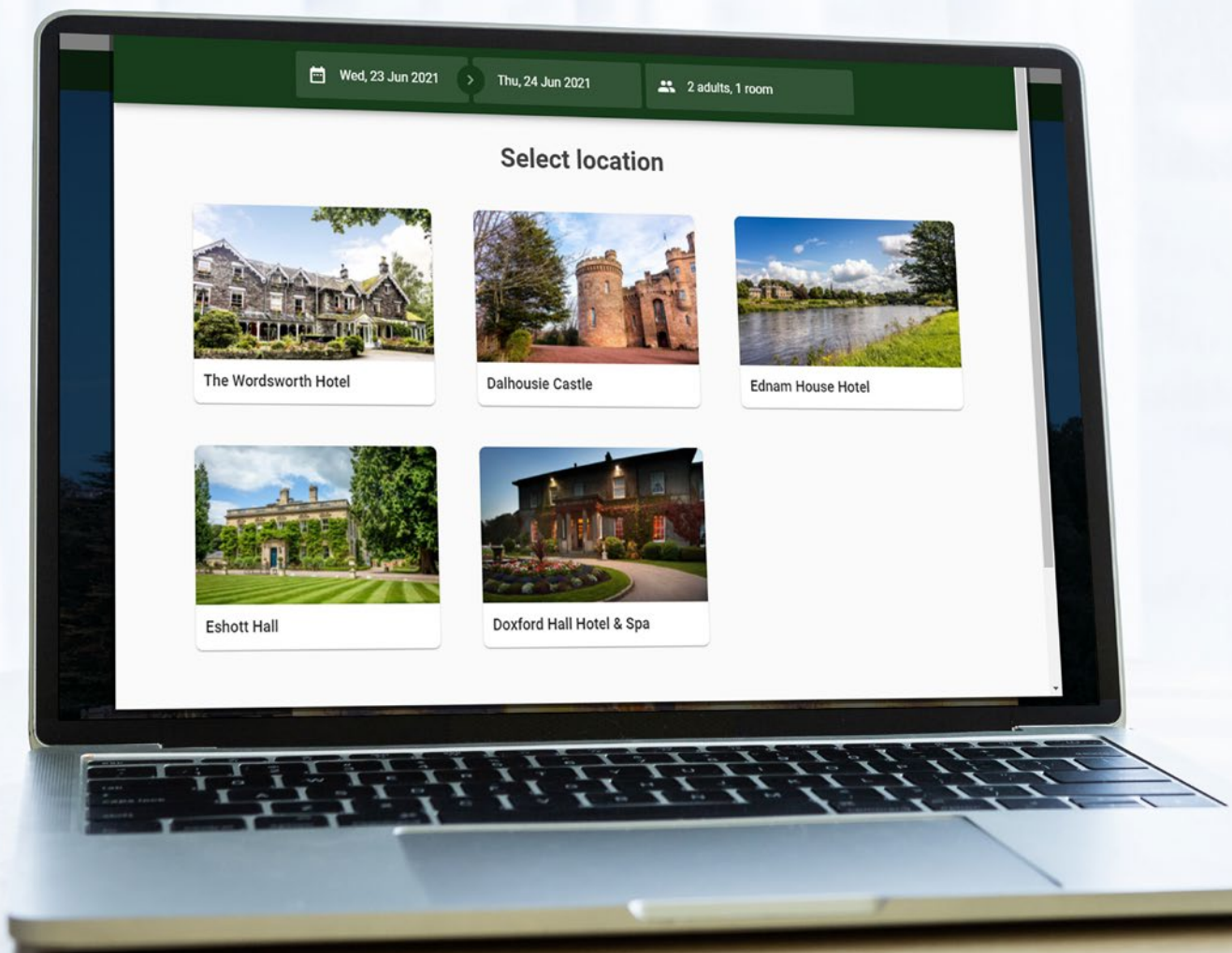
**Dalhousie Castle**  
9784 [T1] Bonnyrigg

Average of transactions value	ADR
£28,717.70 vs -	£249.72 vs -
Bookings	Average ahead
Average of nights	

## Group Availability Assistant

**Automated and Intuitive functionality and features to incentivise direct bookings and revenue increases across the group. Say goodbye to “No Availability” messages along the guest journey with our Availability Assistant feature.**

If a guest selects an unavailable date of stay, the system will offer up a stay across other properties in the group. The availability assistant helps to cross sell inventory and ensures the guest is always offered a choice without having to go backwards in the online booking journey.



## Multiproperty search

With Profitroom BE360 for groups it is easy for a guest to search across both a site and room types.

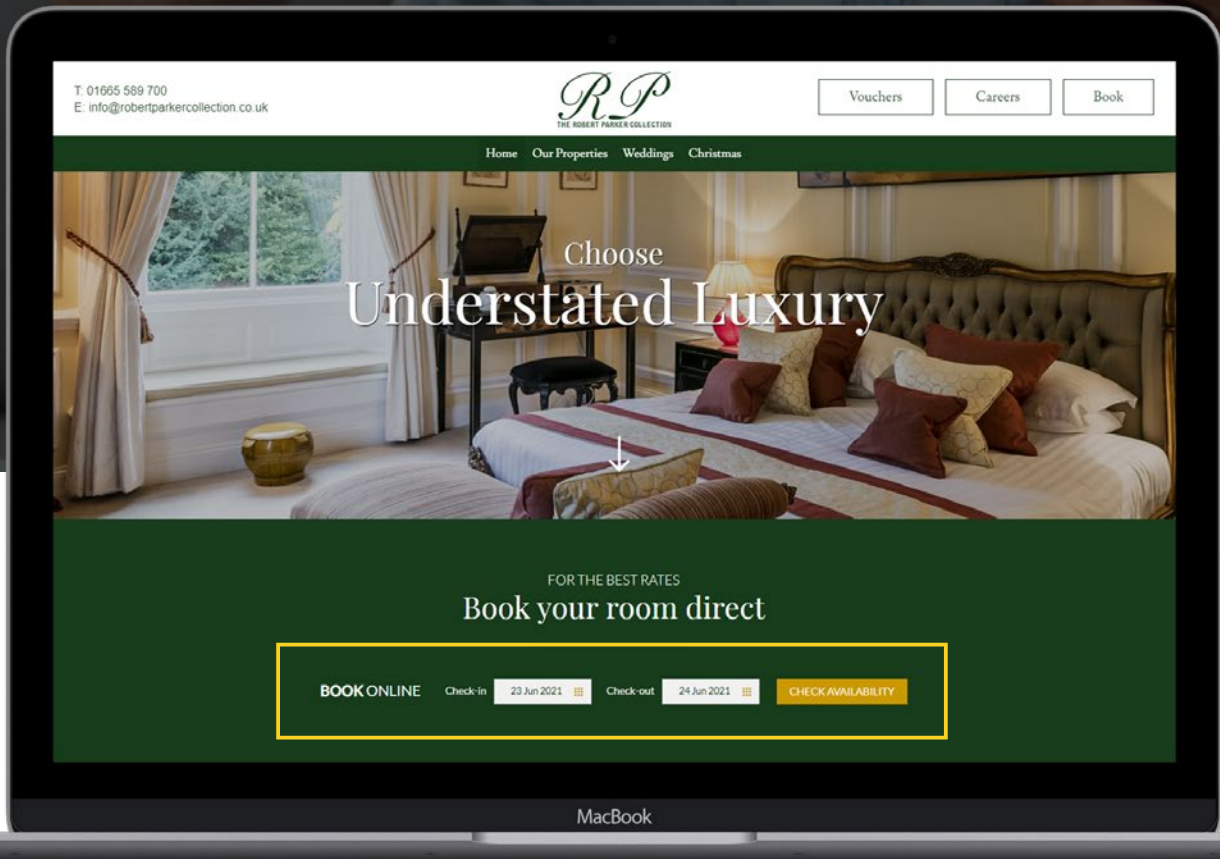
### Search across all Hotels



A group can sell different locations via one Booking Engine (for example if your hotels are located in different cities)




Here's how

#### STEP 1 Start reservation process






## STEP 2 Select location


 Tue, 15 Jun 2021
 Wed, 16 Jun 2021
 2 adults, 1 room

### Select location




**Ednam House Hotel**

from  
**£149**  
per stay



**Dalhousie Castle**





from  
**£154**  
per stay




**Doxford Hall Hotel & Spa**

from  
**£319**  
per stay

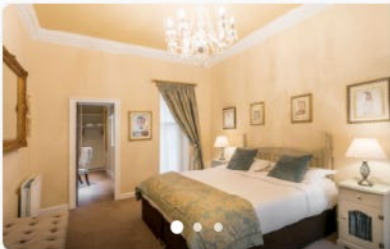
## STEP 3 Make a reservation

 Wed, 23 Jun 2021
 Thu, 24 Jun 2021
 2 adults, 1 room
 Filters



**Receive an extra DISCOUNT instantly!**  
Your discount will be calculated right after you enter your e-mail address.

APPLY A DISCOUNT




**Castle Rocks Suite**


✓ Wi-Fi  
Read more

from  
**£194**

SHOW PRICES ▾



**Castle Quad Room**

 2 single, 1 double  
✓ Wi-Fi  
Read more

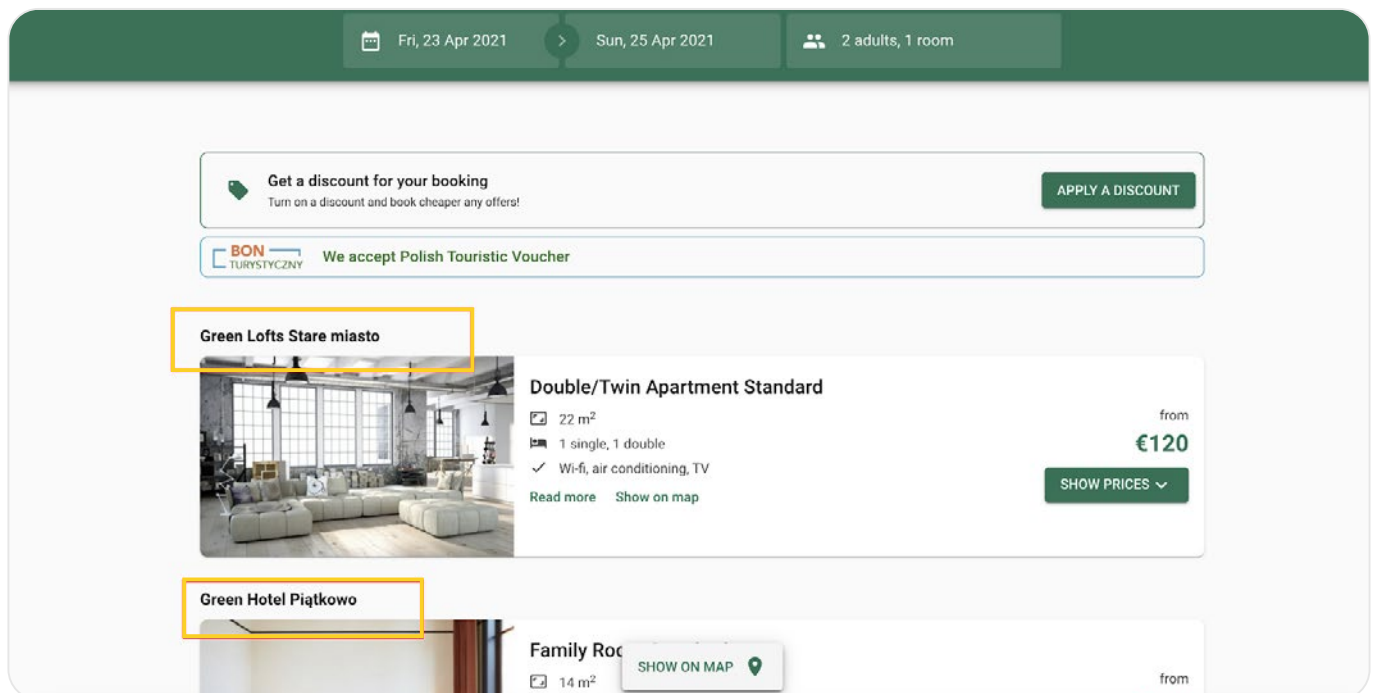
from  
**£164**

SHOW PRICES ▾

## Search across room types



A group can show rooms and offers from many SiteID's in one place within the Booking Engine. This is useful when there are many locations in one geographical area.



Fri, 23 Apr 2021 > Sun, 25 Apr 2021 2 adults, 1 room

**Get a discount for your booking**  
Turn on a discount and book cheaper any offers! [APPLY A DISCOUNT](#)

**BON TURYSTYCZNY** We accept Polish Touristic Voucher

**Green Lofts Stare miasto**

**Double/Twin Apartment Standard**  
22 m<sup>2</sup>  
1 single, 1 double  
✓ Wi-fi, air conditioning, TV  
Read more Show on map

from **€120** [SHOW PRICES](#)

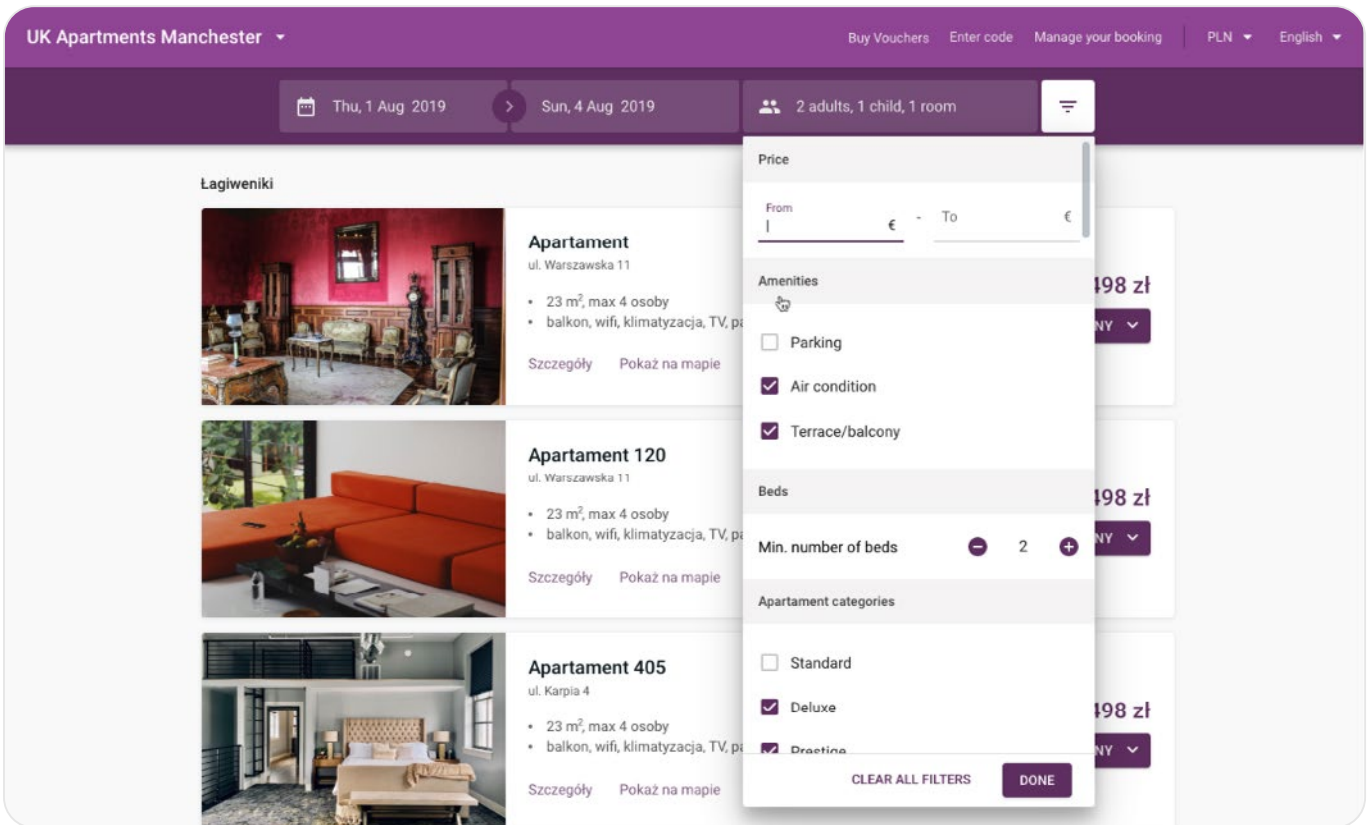
**Green Hotel Piątkowo**

**Family Room**  
14 m<sup>2</sup> [SHOW ON MAP](#) from

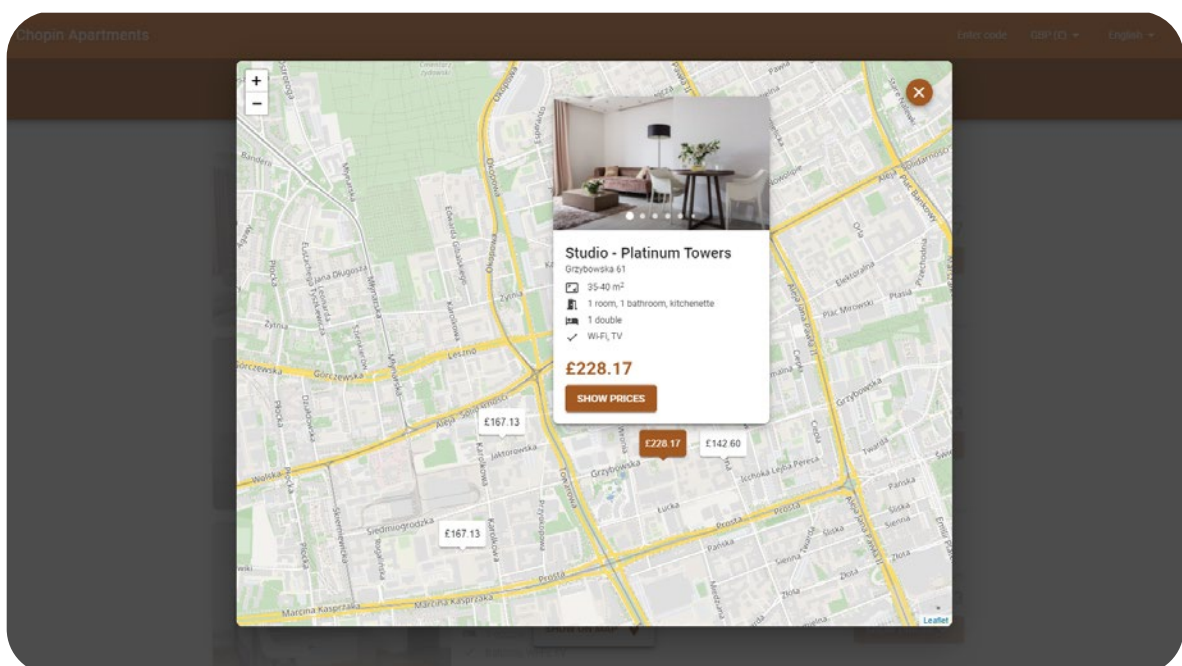


To make the booking experience easier for the guest, they are able to filter using the following parameters;

- ✓ Price (price range)
- ✓ Amenities (parking, air conditioning, balcony)
- ✓ Number of rooms
- ✓ Number of beds
- ✓ Room/Apartment categories (standard, deluxe, superior etc.)



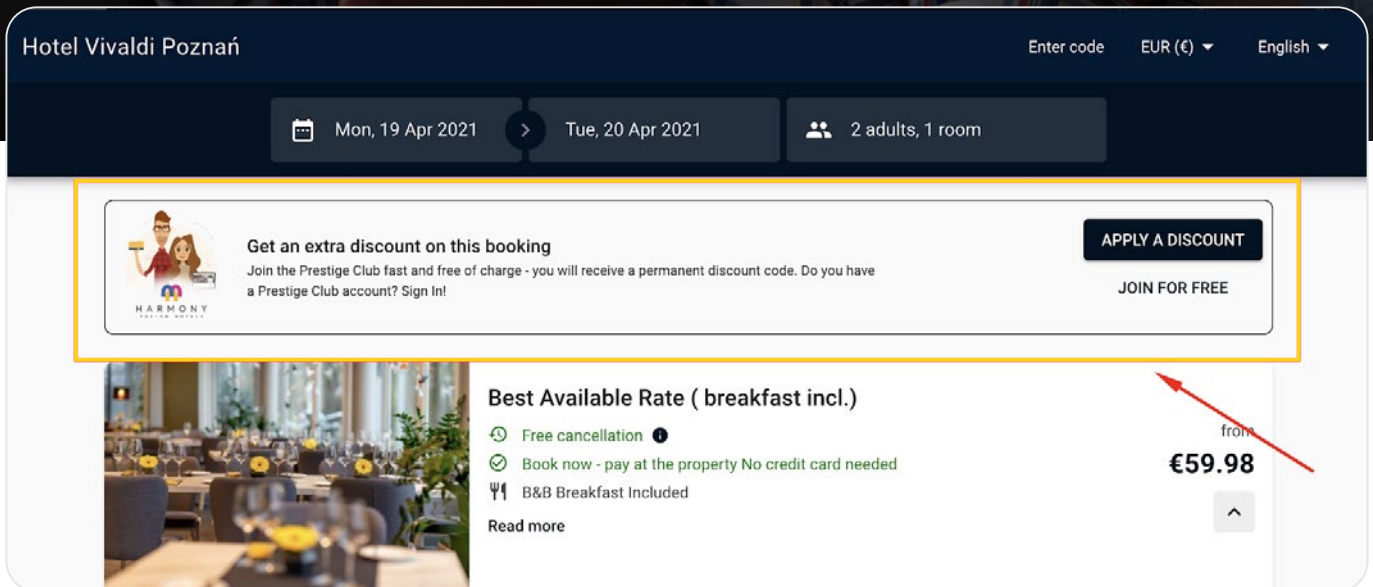
Property and room locations can also be presented on a map.



# Group Loyalty Programme Support


Guest loyalty is an area many groups are looking to enhance upon. The Profitroom Booking Engine 360 for Groups allows your loyalty programme to;

- ✓ get access to discounted rates and;
- ✓ collect points for stays and exchange them for benefits.



Hotel Vivaldi Poznań Enter code EUR (€) English




Mon, 19 Apr 2021 Tue, 20 Apr 2021 2 adults, 1 room



**Get an extra discount on this booking**  
 Join the Prestige Club fast and free of charge - you will receive a permanent discount code. Do you have a Prestige Club account? Sign In!

**APPLY A DISCOUNT**  
JOIN FOR FREE

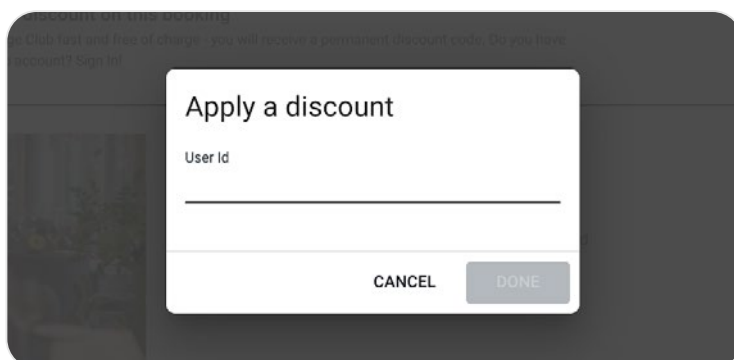
**Best Available Rate ( breakfast incl.)**

-  Free cancellation
-  Book now - pay at the property No credit card needed
-  B&B Breakfast Included

Read more

from **€59.98**

## How does the Profitroom Booking Engine 360 for Groups Loyalty programme work?



**Apply a discount**

User Id

CANCEL DONE

After registering with the loyalty scheme, the guest receives an ID entitling them to your exclusive loyalty scheme discounts and incentives.

The same principles apply to Group Corporate rates (promo code offers).

# Group Level Management of Offers and Packages

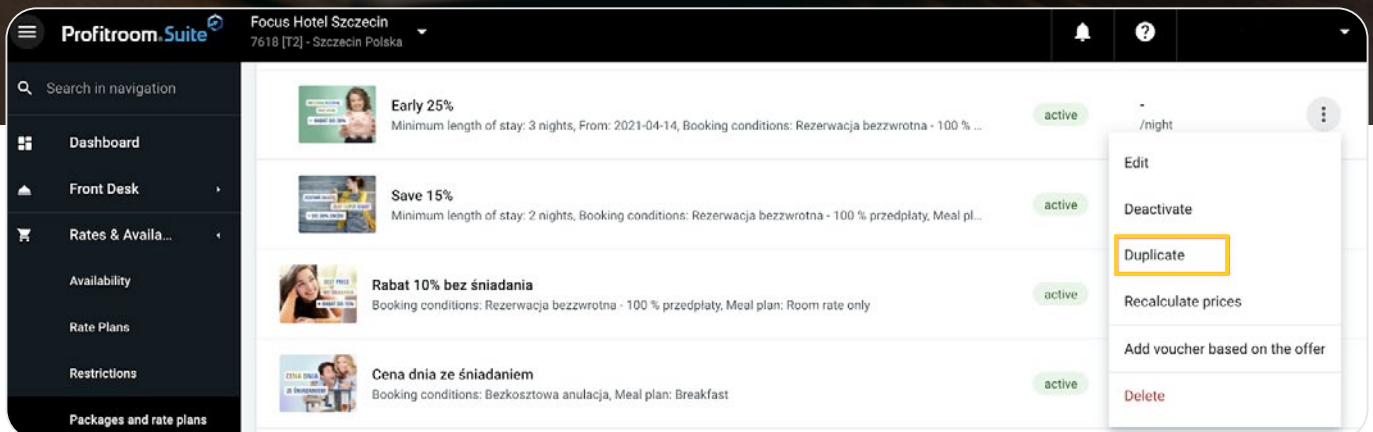
## Group Offer Duplication in 3 easy steps



Profitroom Suite features a smart three step offer function that enables you to copy an existing offer to any other hotel within the group. This reduces the need for time to be spent manually duplicating an offer.

### STEP 1 Create new offer (on master site)

### STEP 2 Select which elements to be copied



The screenshot shows the Profitroom Suite interface for Focus Hotel Szczecin. The left sidebar contains navigation options: Dashboard, Front Desk, Rates & Availa..., Availability, Rate Plans, Restrictions, and Packages and rate plans. The main content area displays a list of offers for the hotel. The offers listed are:

- Early 25%**: Minimum length of stay: 3 nights, From: 2021-04-14, Booking conditions: Rezerwacja bezzwrotna - 100 % ...
- Save 15%**: Minimum length of stay: 2 nights, Booking conditions: Rezerwacja bezzwrotna - 100 % przedplaty, Meal pl...
- Rabat 10% bez śniadania**: Booking conditions: Rezerwacja bezzwrotna - 100 % przedplaty, Meal plan: Room rate only
- Cena dnia ze śniadaniem**: Booking conditions: Bezkosztowa anulacja, Meal plan: Breakfast

A dropdown menu is open for the 'Early 25%' offer, showing the following options: Edit, Deactivate, Duplicate (highlighted), Recalculate prices, Add voucher based on the offer, and Delete.

✓ Offer name

✓ Meal plan

✓ Picture

✓ Promo code

✓ Content (intro, price includes etc)

✓ Restrictions

✓ Calculation type

✓ Pricing type

✓ Parent offer

✓ Published price

✓ Virtual discount

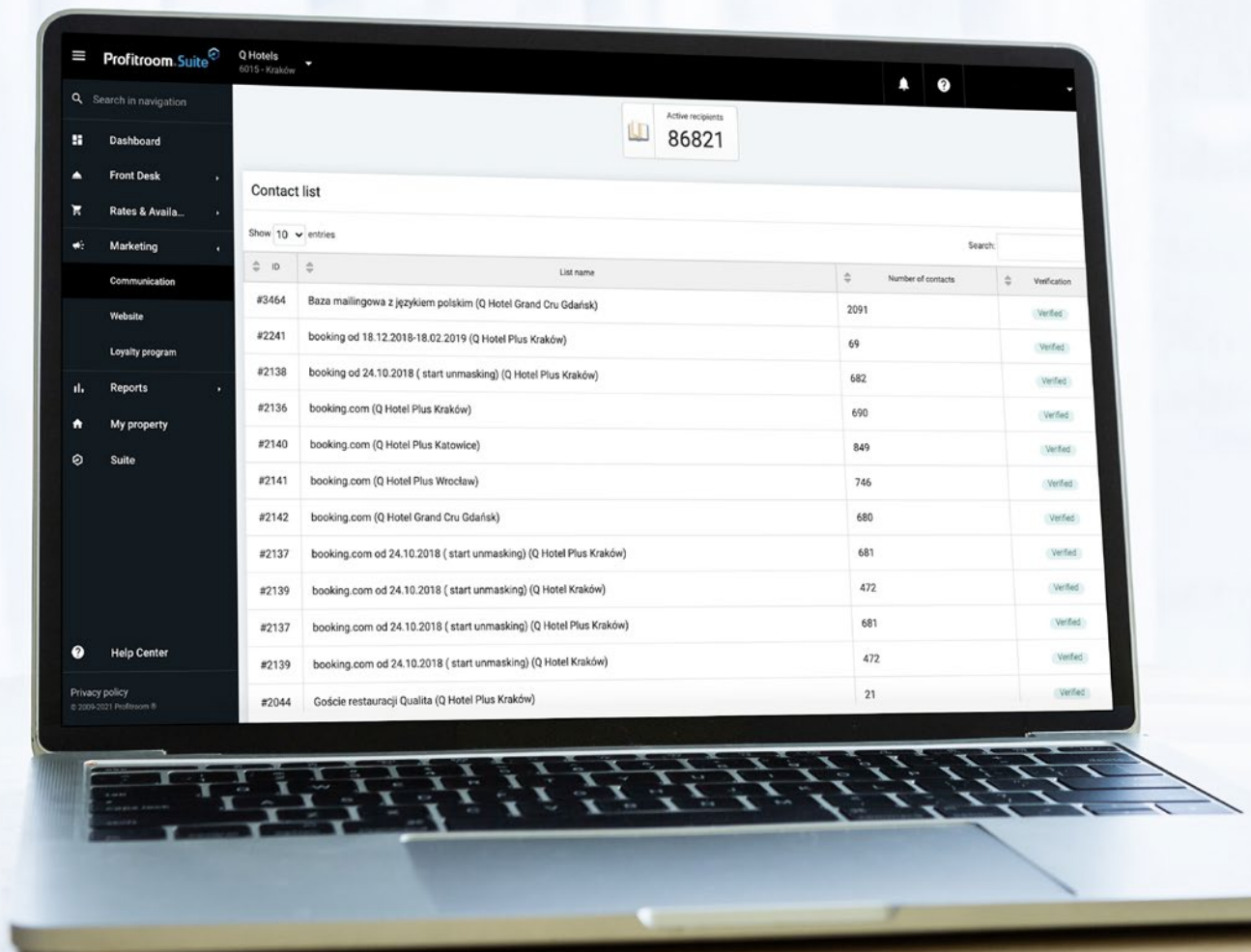
# Personalised and Automated Guest Communications

The intuitive system enables you to send personalised communications automatically to enhance your interactions with your guests both pre and post stay. Allowing you to provide an elevated and more inspired guest experience and increased brand loyalty. This automated marketing function enables you to improve staff efficiency and provide additional revenue opportunities across the group.

## Smart Marketing Automation

**The suite will enable you to send email marketing communications from combined databases (Beta version)**

The system aggregates all the contacts from the different properties in the group into one master view enabling the group to send one mailing to guests from multiple properties at once.



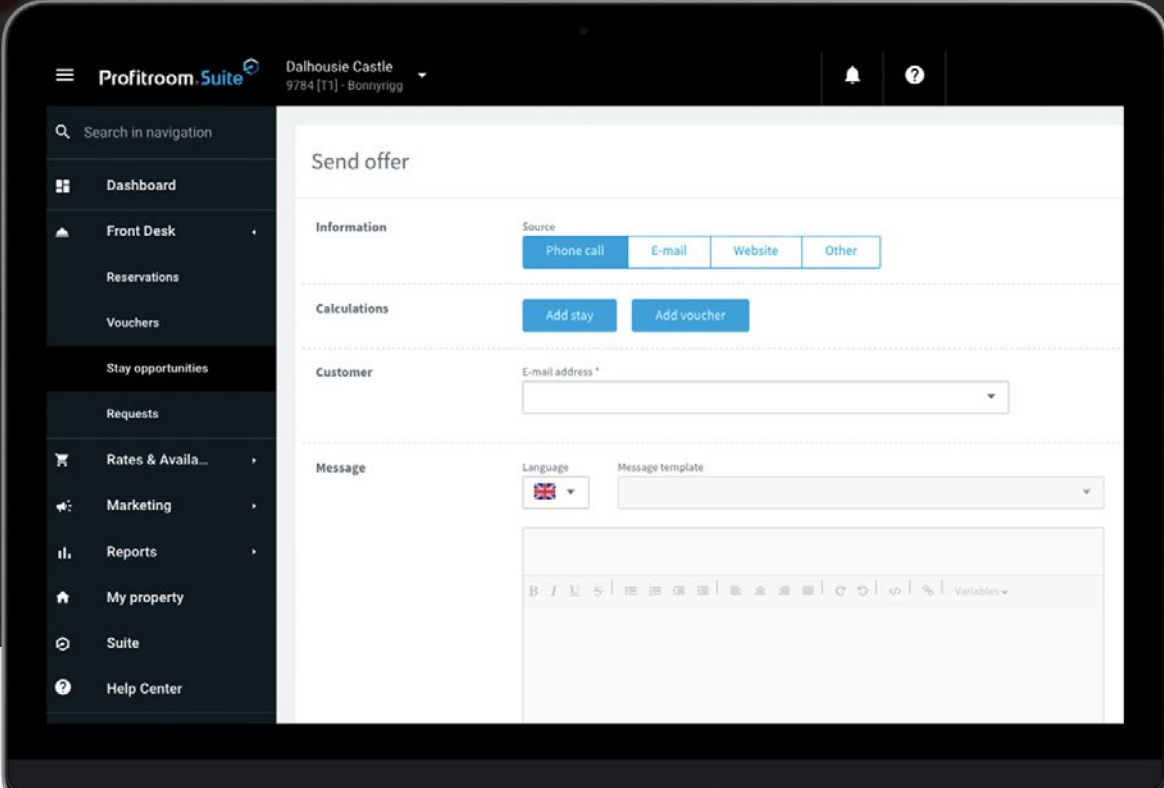
# Offers and Sales

Profitroom Booking Engine 360 for Groups is easy to use - configuring a stay quote for a phone call or email enquiry has never been easier.

## Stay opportunities for different properties (Beta version)

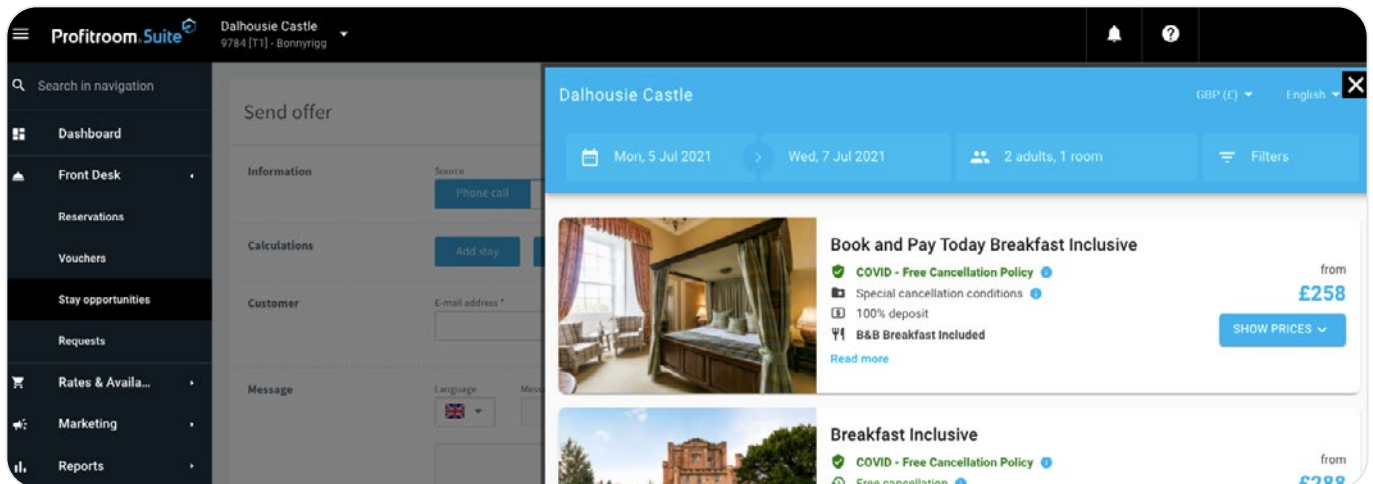
In just four easy steps, Profitroom Suite enables you to send stay opportunities to different properties within your group, from one master site. This is helpful when a group has one central reservations department. Here's how it works:

### STEP 1 Fill in the standard form

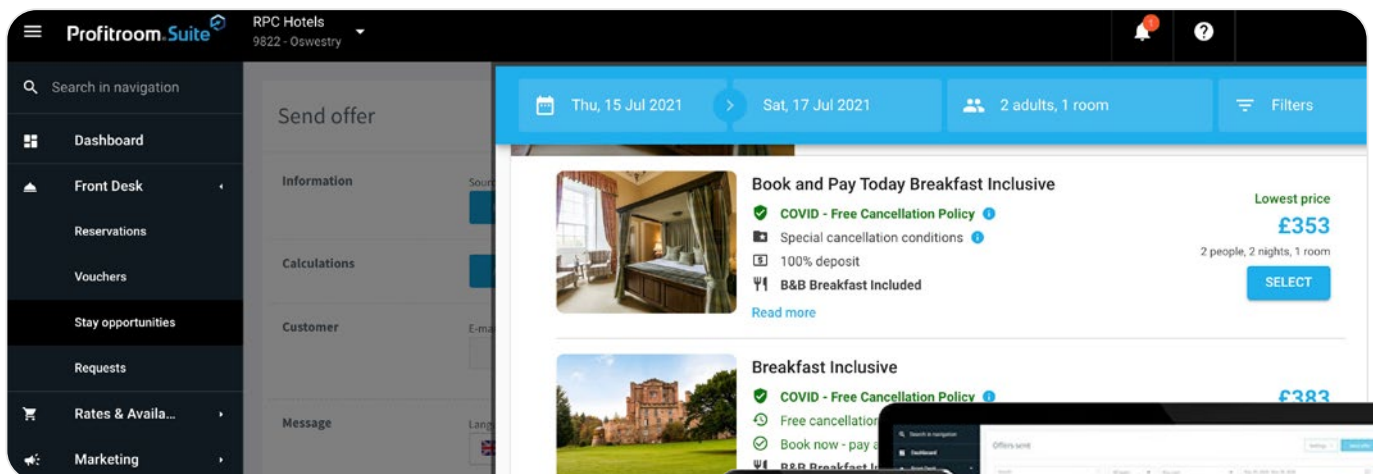


The screenshot shows the Profitroom Suite interface on a laptop. The top navigation bar includes the Profitroom Suite logo, the property name 'Dalhousie Castle', and the address '9784 [T1] - Bonnyrigg'. A search bar is located on the left side of the navigation menu. The main content area is titled 'Send offer' and contains several sections: 'Information' with a 'Source' dropdown menu (options: Phone call, E-mail, Website, Other); 'Calculations' with 'Add stay' and 'Add voucher' buttons; 'Customer' with an 'E-mail address \*' dropdown menu; and 'Message' with a 'Language' dropdown menu (option: UK) and a 'Message template' dropdown menu. Below these sections is a rich text editor with a toolbar and a 'Variables' dropdown menu.

## STEP 2 Choose the property from the group

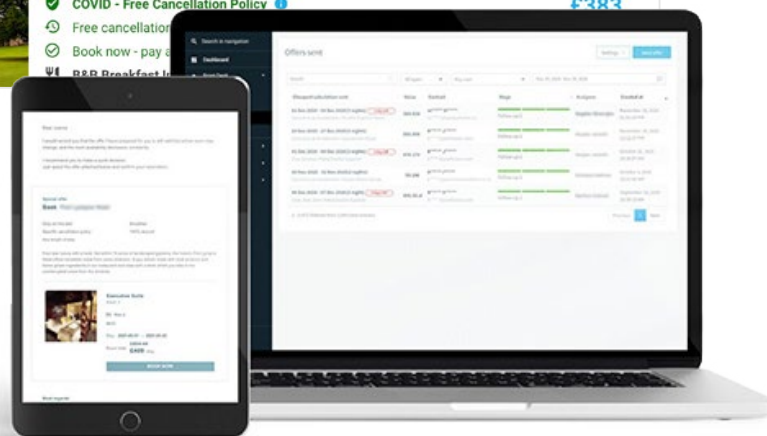


## STEP 3 Select the offers for the guest



## STEP 4 Automated Follow ups

A sent stay opportunity triggers 2 personalised automated email follow ups to help encourage the guest back into the booking engine to confirm their booking via bookable links.



## GDPR Marketing consent collection

- ✓ Fully GDPR compliant - designed with hoteliers in mind, so you don't need to worry about consents, our system will manage this for you
- ✓ Automated consent preferencing - can automatically collect marketing consents from people booking in your facility, both directly and through OTA
- ✓ Automated synchronisation with booking system - supports your online and offline sales



# Unique & advanced features

A one of a kind system, designed to increase direct bookings for your group

Designed exclusively for leisure and resort groups to grow brand awareness, manage demand with the inventory cross selling, clearly understand your guests preferences, all while increasing direct bookings as standard and improving your teams efficiency with the group automated sales support:



## Guest history

One central guest shared story bringing online and offline activities into the easy to use Profitroom Suite.



## Secure

Fully GDPR compliant designed specifically for hoteliers that encrypts guest data in accordance with industry standards and best practice.



## 24/7 Group Automation

The system works to convert whilst you sleep! Automated and personalised guest communications encourage those all important repeat bookings.



## Group Reporting

Optimised, real-time reporting across the group on demand. Fully optimised campaign reporting with historical trends and live demand analysis accurately measuring conversion.



## Guest Loyalty

Make the most of the loyalty programme features to enhance the guest experience and direct booking benefits.



## Entirely flexible solution

Profitroom Booking Engine 360 for Groups offers integration with numerous payment gateways. Groups are able to define automatic prepayment schedules for reservations.

### Smart Marketing Automation



Profitroom Suite will enable you to send one email marketing communication from combined databases, saving time and resources. Intuitive guest communications are generated automatically according to guest profiles.

### Group Guest Segments



The suite allows automatic segmentation of the guest data based on the type of stay and marketing consent.

### Group Level management of offers and Packages



You can now duplicate your offers across the group in just three easy steps reducing the need for time spent manually duplicating each offer.

### Group Availability Assistant



The availability assistant will offer your guests a stay across other properties in the group helping to cross sell inventory and ensuring the guest is always offered a choice without having to go backwards in their online booking journey.

**Want to learn how we can help your group  
convert more direct bookings and enhance  
your guest experience?**

**BOOK A DEMO WITH ONE OF OUR UK  
BUSINESS DEVELOPMENT MANAGERS**

[contact@profitroom.com](mailto:contact@profitroom.com)

No set-up fees, no monthly fees and no commitment!